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# Selling Electricity

ONE DOLLAR  
PER YEAR

Vol. I

FEBRUARY, 1907

No. 2



From A to Z of Business Getting

The contents of this issue of SELLING ELECTRICITY are invaluable to every man interested in the commercial uplift of the Electrical industries. ✱ Read this number carefully, and if you have not yet subscribed, do so now! ✱ ✱ ✱ ✱ ✱ ✱ ✱

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## Mr. Central Station Manager



10 TO 35 AMPS., 1, 2 AND 3 POLES

10 TO 50 AMPS., 1 AND 2 POLES

Put your **ELECTRIC SIGNS, SHOW WINDOWS** and **ISOLATED LIGHTS** on a **FLAT RATE BASIS** and control same by the use of our **HARTFORD AUTOMATIC TIME SWITCH**. It will entirely eliminate your troubles.

### THE HARTFORD TIME SWITCH:

Is the **BEST** in the World  
Is **MECHANICALLY PERFECT**  
Is **Absolutely RELIABLE**

**"JUST WIND IT ONCE A WEEK" That's ALL.**

Type **"B"**—ON and OFF DAILY.

Type **"D"**—ON and OFF TWICE DAILY.

Type **"C"**—ON and OFF DAILY omitting SUNDAYS.

And other types for special conditions of service.

**Hartford Time Switch Co.**

101 WARREN ST.

NEW YORK

## Quality Sells The Simplex



When you handle goods which appeal to, and please the housekeeper, it is an easy matter to sell additional current. ¶ There are so many "talking features" about Simplex Heating Apparatus that the goods, when shown practically sell themselves.



Let us furnish you with our descriptive circular matter.

**Simplex Electric Heating Co.**

Monadnock Blk., Chicago.

Cambridge, Mass.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

# THE FREE PROPOSITION

===== IS A =====

## **GOLD MINE**

For Central Stations

===== IF =====

# FEDERAL INTERCHANGEABLE



## SIGNS

◊ ARE USED ◊



A central station manager writes us that [he] paid for his signs and netted eight cents per K. W. for his current. You can do the same. We'll tell you how.



**Federal Electric Company**

LAKE & DESPLAINES STREET

CHICAGO, ILL.

Eastern Agents—Federal Sign System (Electric)

317 W. 42d St., New York.

In writing to advertisers, mention "Selling Electricity."

## The New Economical Long Line Lamp



**T**HIS is new. Naturally, it is better than anything of its kind on the market. Anyone who has examined similar devices of other makes must realize that there was plenty of room for improvement; and anyone who will look at this picture must realize

that we have made the improvement in the most practical and thorough manner.

We are now speaking only of the distance control feature. Ours is compact, safe, unbreakable. Simply pull the chain and get the light you want—bright or dim. No juggling; no short circuits. As to the lamp itself, it is the standard 16 x 1 ECONOMICAL. The same substantial, well-made, dependable lamp it has always been. The superiority of the ECONOMICAL LONG LINE is apparent at a glance at the picture, but to realize just how thoroughly good it is, we recommend that you order a few samples. Don't hesitate—if you do it now, it will be done; if you wait, it won't.

---

**The Economical Electric Lamp Co.**

**96 WARREN STREET, NEW YORK CITY**

In writing to advertisers, mention "Selling Electricity."

TEN CENTS PER ISSUE.

\$1.00 PER YEAR



VOL. I.

NO. 2.

# Selling Electricity

A MAGAZINE OF BUSINESS GETTING FOR CENTRAL STATIONS  
AND ELECTRICAL MEN GENERALLY

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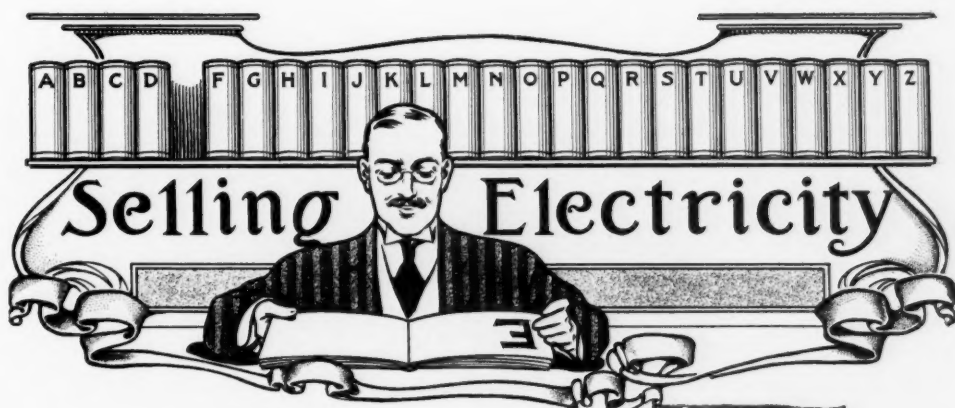
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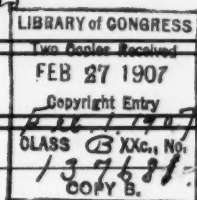


GET RID OF DETAIL



Volume I.

FEBRUARY, 1907.



No. 2.

Get rid of detail.

Some men want to do it all.

Unless they do it themselves, with their own hands, they're afraid it won't be done right.

These are the self-styled "hustlers" who mistake busy-ness for business; who waste high-salaried energy on low-salaried detail.

Reserve your talents for really important work. Conserve your energy against the hour when some vital question of policy will demand your best thought.

A "big" man is gauged by his ability to do big things in a big way—not by his facility in working through a big mass of petty matters.

The "lumber king" is not the man who makes the most chips fly. The financial magnate is not one who can count pennies fastest. The merchant prince is not necessarily the most facile in measuring out a pound of prunes or snipping off three yards of baby-ribbon.

These men are leaders because they can delegate the chopping and change-making, the weighing and measuring, to others.

No man can be big whose work is petty.

Get rid of detail.

# FIRST STEPS

A Discussion on the Preliminary Points of Central Station  
Business Getting Organization,

BY FRANK MAUNSELL, CONTRACT AGENT,  
TOLEDO GAS, ELECTRIC & HEATING CO.

PRELIMINARY to any plans for organizing a contract or new business department, it is necessary to give very close and dispassionate study to office and station conditions. In my judgment, local conditions are devisable into three heads:—Artificial Gas Competition, Natural Gas Competition and Electric Competition. Under each of these heads, or under whichever head a company studying the problem finds itself, the inquiry into local conditions must further embrace the questions of rates and company policy.

It is of the utmost importance that the study of office conditions be undertaken in a spirit of absolute fairness. If things have not been going well, if the getting of business seems to need greater attention and increased enthusiasm, admit previous errors just as a physician admits the presence of disease germs. Nothing is to be gained by self-justification. It is not explanations and apologies for the circumstances which have led up to present unsatisfactory conditions which interest us, but the conditions



themselves. If the central station is not getting its full share of business to be secured, seek not to blame anything but past management. It is the management's fault—the public is all right. Don't censure, correct.

Rate trouble is frequently the only obstacle that stands between the company and increase of

business, and when we say increase in business, we mean an increase of profitable business, not additional peak load. The company which discourages itself from consideration of new business methods because it is sold up to its peak capacity, overlooks the most salient feature of present day central station commercialism. For the term "new business" essentially means business secured *off* peak.

The first of "first steps" is to see that *the price is right* and that the public is given good service. I believe that the rate question is at the root of most central station commercial evils. Not low rates, but equitable rates are demanded. Despite the wide publicity given to papers which treat of the rate question in a common-sense way, not one central

station manager in twenty really meets this question fairly. Get posted on this subject of equitable rates or visit some city which is in a commercially good electrical condition. If the rate subject is beyond you—if the old ideas stick with too great tenacity,—pay some rate specialist his price to examine your situation, put your rates upon a sane basis and explain to you the fundamental principles thereof. This may seem brusque advice, but I speak in all sincerity, and out of experience which has extended over the rehabilitation of several companies.

The second step for a lighting manager, anxious to give both his stockholders and his public mutual benefit, will be the infusion of new blood into the commercial department. Use young men. Young men will make mistakes, but mistakes are cheaper than inactivity—circus methods are more to be desired than a continuance of the good old moss-back system which has plodded along in the same grooves for so many years that the office floor is full of ruts.

The employment of vigorous, hustling, red-blooded youngsters will have a further effect—that of changing your attitude toward the public from one of chilling indifference to one of appreciation and understanding. When a lighting manager learns that his public is as a class of children in kindergarten, he will learn patience, and the desire to lead them to an understanding of his proposition will supercede the old attitude of superciliousness. This very change will work wonders. A liberal policy tends to make active friends. The public instead of joining vengefully in the

Anvil Chorus will lose no time in getting into the Immortal Society of Boosters.

Having lifted ourselves out of the old ruts by our boot straps; having put our rates upon an equitable basis; having reorganized our commercial force and injected into it a goodly proportion of new blood; having patched up our service conditions and adopted a clean and open policy with the public, we find ourselves ready to go to work.

In work lies the salvation of the lighting company. By work I mean continuous day-to-day hustling. Every desirable piece of prospective business must be hunted up, carded and classified; every prospective customer "flushed." It is necessary to see the wide scope of the field you have to cover; to appreciate that you are entering upon a campaign which must last forever and to understand that you are working a mine which is inexhaustible.

Next, your "*proposition*." It seems to be the opinion of some lighting men that electricity is a commodity to be sold on about the same basis as water is sold in a city where this necessity is controlled by a private water company. It seems to be the general idea that when the meter is installed, the company's work is done, and that to install meters, it is only necessary to approach the prospect and offer him light or power at so much per kilowatt hour. This is wrong—absolutely wrong. Modern commercialism is based upon the "*proposition*." As I understand it, a proposition is some sort of cut-and-dry, ready-made, wrapped-up-and-ready-to-take-home offer of merchan-

dise. Hart, Schaffner & Marx's clothes constitute a "*proposition*." Uneeda biscuit constitutes a simple form of the "*proposition*." The real estate man who sells houses ready furnished has the "*proposition*" idea worked out to a fine point. The same plan can be adapted to the electric light business. It is possible to so frame up a deal that your newly organized force has something *definite* to sell—something better from the standpoint of price, convenience, advertising value, and general utility than the public has ever before had offered to it.

Perhaps this point can best be explained by an example. In St. Joe, Missouri, we fixed up a "*proposition*" on window lighting. We offered ten lamps burning from dusk to eleven o'clock at \$3.00 per month—a cent a night per lamp. A fifty watt GEM lamp was used in this proposition and it was figured that the average hours of burning would be four per night. At the price quoted we were getting five cents per kilowatt—not bad for lamps burning through the 365 entire evenings in a natural gas city. Of course, we were protected by our

form of contract, and were perfectly safe in making this flat-rate.

Care must be used to avoid what I may term "stunt" uses of electricity—new ideas, unusual applications, etc. which are expensive to introduce. The "*proposition*" should cleave closely to lines of general utility. If the price is right, and if the customers can be taught to believe that electric current is cheap, if your service is such that he learns from experience that it is dependable, the active construction people will attend to all the "stunt" installations which the new rates and policy make possible. The object of the "*proposition*" is to secure that business which *naturally belongs* to the company, and which old rates and policy kept off the lines.

The public and those whose business it is to promote the sale of electric appliances will see to it that you get the business, if you only give them a chance. They will put up signs, display lighting and other special installations, when once they are satisfied that the price is right, and the company fair in its dealings.

"First steps" cover reform from within.

True economy consists in the maximum efficiency.

Don't keep your net earnings down to save in your operating expense. Spend money to make money.

Any manager whose load factor falls short of 100 per cent. has a chance to improve his sales conditions.

W. H. Gardiner.



## STOCKING A DISPLAY ROOM

By LARUE VREDENBURGH, MANAGER,

DIVISION OF EXHIBITS, EDISON ELECTRIC ILLUMINATING CO., OF BOSTON.

CONCEDING the preliminary steps, such as determination on the part of the management of a central station to equip an exhibition department, based upon the conviction that it is a valuable advertising medium as well as a means of education; the securing of suitable quarters with one or more show windows, on a prominent street, and the selection of the right manager with capable assistants, the first point to consider is the proper installation of service wires and outlets for both light and power. Unless it is intended to display lighting fixtures, the most approved practice is to install the service lighting upon the ceiling, arranged in panels, controlled from a switch-board on the side wall. This switch-board should be of ornamental design but of serviceable construction, complying of course with Underwriters' rules, and all local requirements, and while serving as an interesting exhibit should be shown as a sample of practical switch-board work.

Receptacles should be placed in the base-board around the entire room on about twenty-four inch centers and at least one line of waterproof floor receptacles should extend down the center of the room at about the same distance apart as those on the base-board. A few receptacles on the walls at a height of about six feet would prove very convenient in exhibiting signs, decorative devices, etc.

The furniture should consist of substantial tables not less than four feet wide and six feet long so arranged as to supply ample room for visitors to pass entirely around each table, and should be mounted on individual platforms not over six inches high and wired with at least six receptacles conveniently placed.

A few comfortable settees or benches, corresponding in design to the tables should be placed about the room.

After the wiring and the furniture have been determined upon, the next matter to consider is the securing of exhibits. Samples of all standard

apparatus so far as possible should be arranged for, and after that, novelties, both in electrical devices and methods of application. Signs, advertising novelties, household appliances, such as cooking and heating utensils, sewing machine motors, washing machines, irons, curling iron heaters etc. etc.

A very important feature of an exhibition room is of course the show window. This should constitute a small exhibition in itself and should serve to attract attention and whet the curiosity of the passerby. Moving devices should be installed here, backed up by some of the many decorative effects to which electricity so readily lends itself. The window display should be frequently changed and should never be allowed to become stale. As nearly as possible this display should always be suggestive of and appropriate to the season.

The securing of exhibits from the manufacturers on consignment by those central stations who have, up to the present time, opened such departments has been accompanied with very little difficulty, as the makers and dealers appreciate the value of such opportunities to advertise their product at practically no expense and are glad to avail themselves of the same. A circular letter addressed to the various manufacturers has invariably brought a prompt and favorable reply.

The most approved practice is to issue consignment orders, covering all exhibition apparatus, with the condition that same is to be sent and remain at a risk of consignor and be retained at option of consignee for at least a year. This protects the

central station company and prevents the putting in and removing of apparatus at short intervals, by anyone engaged in the endeavor to exploit the sale of stock or similar enterprises.

No effort should be spared to secure new apparatus and a perusal of the advertising pages of the technical press and of the Patent Office Gazette is a great aid in getting track of such things.

Of course the prime object in such a department is to exhibit current consuming devices, but the spectacular and ornamental should not be neglected. A certain amount of electric therapeutic apparatus may be shown, but this should be handled with great care and exhibited only by those thoroughly familiar with it.

Much might be said of the importance of keeping all apparatus in proper repair, discarding such as may become obsolete and substituting the newest and most approved and in short keeping the entire department strictly up to date. All exhibitors should be urged to keep the department constantly supplied with catalogues, and other printed matter pertaining to their respective exhibits as the visiting public is always anxious to secure matter of this kind to read at its leisure.

A very important feature is a small room equipped in such a way that the effect of different kinds of lamps may be compared and also the effect of different wall colorings demonstrated. This may be accomplished by means of a variety of shades or curtains on rollers placed near the ceiling on the side walls, by the use of which different color schemes in the room may be obtained.

# A DISPLAY ROOM SUGGESTION

By J. F. HAWKINS.

ILLUSTRATED WITH PICTURES FROM NARRAGANSETT ELECTRIC CO.

THE one-idea-at-a-time principle is recognized as one of the most potent factors in obtaining results from advertising.

As the mission of the display-window and of the display room is to excite an interest in the goods exhibited, to the ultimate end that they will be used for the consumption of current, it is evident that here is a species of advertising and one-idea-at-a-time not only applies, but should be given the paramount consideration it deserves.

To better illustrate what not to do, I will describe a show window I recently saw in the salesroom of a prominent central station.

In one corner was a three-step stand, over which was draped cheap muslin, and displayed upon it were a conglomeration of fancy lamps and clusters. In the opposite corner was a glass-enclosed case, packed to bursting with cooking and heating apparatus. Between the two were cluster sockets, various sizes of motors, a motor driven tire inflator, a lamp here and there, some irons, etc. A table was placed up close to the rear of the window, and on this were a half dozen or so lamps. Upon a shelf built on the wall alongside of the window were more lamps, more irons, and more sockets in confusing abundance. The inside of the display room was in complete "harmony" with the window, so it is useless to go

into details regarding it.

Having some acquaintance with the manager, I had the temerity to call his attention to this display; or rather, lack of display. He excused himself on the ground of insufficient room to properly exhibit his goods, and no time to arrange them. The trouble was certainly not lack of room, but a lack of understanding in how to utilize it to the best advantage, and the absence of an appreciation of the value of the one-thing-at-a-time idea.

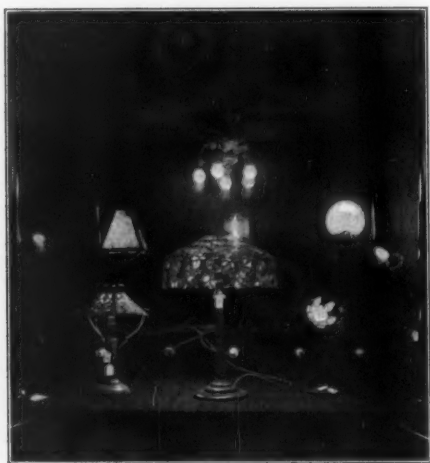
The cuts shown here illustrate the point I make. They demonstrate how a central station manager, with



*A simple and effective display of heating appliances.*

not one whit more room than the one mentioned above, makes such good and intelligent use of his space that it

has become a valuable selling force. With him the arranging of his display is not an irksome task to be off as long as possible, but he considers it one of the most important duties he has to perform.



*How a dark corner can be used for decorative lamp display.*

The illustration above shows how he utilized a dark nook in his show-room to advantage. Originally this nook was a small, dark and apparently useless alcove. The door was taken out, the entrance enlarged to the full width of the room, a platform arranged as shown in cut, and the original darkness intensified by draping it with black material. In it was placed a few well-chosen lamps; the arrangement being varied at least once a week.

When a customer desires to see fancy lamps, he or she is taken by the manager, or one of his assistants, to this nook; the lamps are lighted one

at a time, and the customer is thus enabled to get a fair and accurate idea of the night effect.

Another scheme of this live manager is shown in the second illustration, which gives a broad hint as to how a tasty arrangement of cooking utensils can be made with very little effort.

The point sought is simplicity, good taste. The thing to avoid is the indiscriminate filling of the windows with a miscellaneous collection of apparatus, which but serves to confuse the lay mind. If the windows are large enough it is possible to properly display three or four different lines, but one must see to it that they are so arranged that the attention of a prospective purchaser of lamps can be focused upon lamps, and not distracted by various other things he has not interest in at the time. Let apparatus of a kind be grouped together in such a manner that it will show off to advantage. Above all change displays frequently and regularly.

Take your cue from the big department stores. In not one of them will you find a fraction of its variety of stock in its show-windows. But you will find that the goods shown are varied and the arrangement changed regularly.

Another suggestion that is of value is to place neatly printed or hand-lettered cards alongside of each piece of apparatus, telling what it is, its selling price, and the cost of current per hour to operate it.



# BUSINESS-GETTING IN THE NORTHWEST

A Selection of the Best Thoughts presented at the Convention of the Northwestern Electrical Association, Chicago, January 16-18, 1907.

## OUTLINE LIGHTING

A PAPER BY HOMER HONEYWELL, GEN'L MGR.,  
LINCOLN GAS & ELECTRIC LIGHT COMPANY.

THE Lincoln Gas & Electric Light Company started with well defined ideas as to the desirable classes of business and the effects on the station load. It was the aim to take on a steady load that would run from dusk until midnight every night and a flat-rate was figured out based on the Doherty rate of \$1.80 per year for each connected 16 C. P. lamp, or its equivalent, \$12.00 per year for a customer charge and 6c. per K. W. hour for current used, all subject to a discount of 10 per cent. for prompt payment, and on the actual number of burning hours.

The outlining is installed free when two years contracts are taken and the cost of installation figures about 38c. per 4 C. P. lamp installed, the lamps being placed 18 inches apart. By this method a number of small stores were induced to light up. The small merchant with a strip of 17 4 C. P. lamps over his sign, burning every night from dusk until midnight, turned on and off by us, pays \$5.30

net per month. At the present time there are in use the equivalent of 10,000 4 C. P. lamps for sign, outlining and window lighting and used by barbers, shoemakers, livery stables, undertakers, secondhand stores, boot black stands, butcher shops, lunch cars, and popcorn stands, in fact, all kinds of businesses. No business is too peculiar or small to be a prospect. We have one customer, a clothing store, whose sign, outlining and window lighting amounts to 960 4 C. P. lamps. This was the first customer to get into the game and we have used him as a pacemaker.

It is claimed that the display lighting is one of the most valuable assets of Lincoln and it certainly has a far reaching effect—people promenade the streets and can inspect the goods displayed at their leisure. All of the large-sized show windows are lighted by trough reflectors. Artistic windows are the rule. Progressive merchants aided by the Doherty rate are responsible for the handsome ap-

pearance of our streets at night. Had we attempted to install display or advertising lighting on a flat meter rate even though lower than the present rate, it is more than doubtful if we could have interested the merchants. An appeal to the merchant's civic pride and showing of the very small cost for a big lot of good advertising works wonders.

In soliciting we are always careful to impress on the prospect's mind that the outside and window display is an advertising and not a lighting expense.

Solicitors are paid a small salary and a percentage of the increase in gross revenue, over the same month for the previous year. Each solicitor's commission depends on the number of points he has in proportion to the total number turned in, and points are given for each dollar of estimated revenue. Thus:

Industrial business is worth 10 points.

Additional inside consumption, 10 points.

New contracts, 5 points.

Outlining or signs burning till 12 o'clock, 10 points.

Outlining or signs turned off before 12 o'clock, 5 points.

Outlining or signs on meter, 3 points.

If business is taken from the competition, the points are doubled. Each solicitor is responsible for his own territory and is keen to hold business as well as to get new business.

Personal solicitation, newspapers, mail advertising, and personal letters are used and the cost of getting business to the company for the past three

years has been 43c for each one dollar of increased revenue procured. The costs are divided as follows:

Advertising.....	.5c
Construction.....	15.5c
Solicitation.....	22.5c

The effect on the station has been gratifying—the increase in peak load has been 23 per cent., while the sales have increased 60 per cent. The Sunday output runs about 63 per cent. of the average weekly output and is largely due to flat-rate lighting.

The sale of signs was not pushed until we had made considerable headway in the other forms of lighting. At the present time we have 48 lamp lettered signs in use, all of them bought outright from the local sign builder. The reason for installing free outlining on two year contracts and not installing free signs is apparent. The outlining can be taken down, be repainted and put up again anywhere at a very small cost, while a sign to be used again would have to be remodeled at a considerable expense. Then too, the first investment for a sign is considerable and if the merchant is not required to carry the investment he feels more free to discontinue the use of light. During the past three years we have not had over five or six outlining contracts discontinued where the merchant remained in business, and on the other hand have increased the display of most of them.

There are in use 8,500 4 C. P. lamps for sign, outlining and sidewalk show-cases. All these are on a flat-rate. For window lighting 900 16 C. P. lamps are used. Outlined roof signs also seem to be popular.

## DISCUSSION OF MR. HONEYWELL'S PAPER

Some Opinions Expressed on Flat-Rate Decorative Lighting.

"We have made a number of flat rate contracts, based on the hours of burning, use of current and number of lights installed, and we install lights on a two years' contract. The scheme works well. A good many customers are a little bit afraid of meter rates, and when you talk window lighting to them they will ask you exactly how much it will cost. You can give them a rate per kilowatt hour and figure out how much it will average, yet they are a little afraid. But the moment you make a flat-rate proposition to them, you interest them. We turn such lights on and off ourselves".

*Frederick W. Insull.*

\* \* \* \*

"I have found that we could for a very small amount of money hire the night policeman to turn off the flat-rate lights. We make contracts in such a way that the consumer turns on his own lights, and we find very few instances where that privilege is abused; but that must be confined to outside sign or window lighting."

*J. H. Allen.*

\* \* \* \*

"The customer cannot economize on the flat-rate for window lights. He gets the habit and continues the display, and if you start with the best customer in town that naturally creates a desire for the other fellows to display their goods at night also. If you once get the merchant started on window display, it is bound to keep up.

"The same thing applies to sign

lighting. Some mention was made in the paper about the excessive cost of the sign. Now you can buy a sign in which you need only change the panels, and the panels do not cost very much. Sign lighting is much the same as window lighting. You start one merchant in town with a sign, and the next man wants one, and the thing spreads; one customer means another customer, and so on. There is no chance for a customer to economize by shutting off the sign, as he pays flat-rate for the two years."

*Frederick W. Insull.*

\* \* \* \*

"It seems to me that if you can get a merchant to invest a certain amount of money in a sign, he will take pride in it, and he is less liable to discontinue the lighting of that sign, than he is an outline, after his contract has expired when the company pays for the installation, at the end of the two years, he is more liable to discontinue it than if he has a sign for which he has paid anywhere from \$40 to \$100. He has a certain pride in the sign. It gets to be a sort of a landmark for his business, especially if you can have designed for him a sign that is a little different from those of his competitors. Signs that are alike are a good thing from the station standpoint, but at the same time if you can furnish the various merchants each something unique in the sign line, the variety gives a more enticing effect."

*W. B. Johnson.*

## TREATMENT OF THE PUBLIC

Some Expressions Called up by Mr. Scott's Paper.

"An extremely important factor is the company's relations with the public it is serving. The best salesmen we can have are customers who appreciate our service. The public will never appreciate our service unless they are made to realize that we are using every effort to serve them as well and as cheaply as possible. If a realization of this can be brought about in most situations as it has been in some, a degree of prosperity and security now beyond our hopes will ensue, but to this end the public must be brought to realize that the electric lighting company is its sincere and willing servant. To this end no pains should be spared on the part of every employe of a company, and especially of those who come in frequent contact with the public, as telephone operator, application clerks, collectors and so forth, to make the public realize that such is the company's attitude toward it."

*H. H. Scott.*

\* \* \* \*

"We can do a great deal to make the people feel that we appreciate their patronage, when we sell electricity just as a grocer or drygoods man sells his wares; and there is no reason why we should not adopt the same methods as they employ. If a customer goes into a drygoods store or grocery store and makes a kick, I do not think that he is often told in a polite way to go to hell. But there is a tradition that he sometimes gets such treatment in an electric light office.

"I think about the wisest move we ever made in Sheboygan was this last

Christmas-time, when we bought a lot of nice souvenirs and gave them to our customers, who were very much pleased with them, and I would advise you to try the scheme."

*E. Gonzebach.*

\* \* \* \*

"I had occasion a while ago to examine a plant that was in competition. The competing company had been in business two years; the old company had been in business for a great many years. The new company had one-third of the gross business of the old company. All things considered, I thought it remarkable.

"I became acquainted with the manager of the new plant. He had been in the electric light business but two years. Before that he was connected with another business entirely; and yet I think he understood the basic principles of this business,—namely to make money,—as well as any man I ever met. I thoroughly understand that at very many stations it would not be practicable, but that man, during the peak hours of lighting answered every telephone complaint call that came into the office, instead of delegating that important work to a cheap assistant. In addition, he visited every consumer on his lines, once a week. He did not necessarily have any business with them, but he went around to say "hello". The customers appreciated the service and the treatment, and appreciated the answering of the complaint calls in a proper manner."

*H. H. Scott.*

## SELLING ELECTRIC FLAT IRONS

This is the first of a series of articles on practical salesmanship as applied to the retailing of electrical appliances. These articles will set forth the every-day experience of men who are actually selling the goods—not the theory of those who sit in offices. They should be of particular value to solicitors who handle appliances.

By E. L. HAFFNER.

IN October, 1904, when the writer started in the sale of electrical heating appliances, there were to my knowledge but four electric irons located in the city of Fort Wayne, Ind. Today, we have approximately four hundred regular size family irons installed.

At first, when a lady was shown the electric flat iron, she was immediately taken up with it and wanted to know further about it. It took but very little effort to get her to try it for a week or so, at the end of which time, it was the easiest matter to go around and collect for it. At that time the price of current was fifteen cents per kilowatt.

It has been my experience in selling electric flat irons that there are several good methods of inducing the public to purchase these appliances. We have tried numerous ways of advertising, and find it profitable to run a continuous advertisement in the daily papers. The best way, however, is to loan the iron for an ironing



or two on trial. It being an electrical device women as a rule do not purchase on sight, but seem to be inclined to want to give it a trial. We generally know beforehand exactly on whom we are going to call, and are thus able to select talking points on the merits of the iron, which promise to be most interesting to this particular person. Upon approaching a person who is well-to-do, we make it a point to talk on luxury, convenience and cleanliness. We endeavor to explain how easy it is, particularly in summer, to pick up the electric flat iron, turn the switch and connect it to a separable plug. We also emphasize the fact that it is not necessary to start a fire, heat up a room and endure much bother to do some minor pressing, especially if wanted on short notice. In this connection very infrequently are we asked as to the cost of operation.

Upon approaching a person of moderate means we bring out the

point that this device is not only a luxury, but it is the greatest fuel saver in existence. It is practically impossible to burn artificial gas or gasoline for ironing purposes as cheaply as it is to run an electric flat iron on ten cent current. It has been our practice in such cases to cite the facts as regards small fuel bills, as this is the thing most important in making a sale to this particular class.

One way that we increased our sales considerably was by what we called the club method. If six or more ladies went together and decided to purchase an electric flat iron it was our practice to let each lady have an iron 50 cents cheaper than the regular price. This seemed to improve our sales quite a bit.

The cost for operating these devices we find is the least thing we hear about. We find that it is utterly impossible to burn gasoline or artificial gas and get such good results as to workmanship in ironing.

Besides the comparatively large number of family irons installed in this city we also have quite a number of large pressing irons for tailor's use, although we find that it is not as economical to operate these large irons (which generally average about 20 lbs.) by electricity as by the old method of heating. The principle reason for this is that the electric light company charges the same rate for current (day load) in this case as they do for lighting purposes. We are sure that if they would give a special rate of five or six cents per kilowatt it would be an easy matter for us to put an electric pressing iron

into every tailoring establishment in this city.

We have disposed of quite a few irons to young men who are rooming out. These young men find the electric iron a most valuable device for pressing a coat or a pair of trousers in a hurry.

We also have sold quite a few irons among the dressmakers and millinery establishments and all are well pleased with the results they get. It would be an easy matter for us to go to every customer of ours and procure a testimonial as to the merits of the iron.

We resell to quite a few business houses in this city particularly among hardware dealers. We have also sold about ten or twelve irons to one grocery in this city. The grocer purchased these irons from us direct at a certain discount and sold them to his customers. If his customers wanted to pay cash it was all right, and if they did not have the money available then he would debit them on their regular book account.

We have installed in one of the up-to-date laundries eleven eight-pound irons, where a low rate is given, due to the number of irons used. The proprietor of this laundry declared himself so well pleased with them, and with the results secured, that he would retain them even if the cost of operation were three times as much. He also made a point worthy of mention. He says that the work on which the irons are used requires very hot iron, necessitating the current to be kept on almost constantly. When he wanted to know whether a certain girl were busy, he simply looked at the knife switch over a girl's head to see if this were closed or

open. If open, he at once knew that the girl operating this particular iron was not working her best for if she were the switch would be closed in order to get the heat necessary to do good work.

The cost of operating a family iron depends in a great measure upon the carefulness of the woman using this device. We have often heard them say that if they arrange to do the ironing of the heavy pieces, keeping the current constantly on while doing so, that when they come to the light pieces, they oftentimes can turn the current off and iron fifteen or even thirty minutes on the light pieces. This of course economizes considerably in the current bill. The average cost for running an iron per month we find is from forty to fifty cents, with current at ten cents per kilowatt, but where there is a large family of seven or eight, the cost per month averages somewhere near a dollar.

The particular thing that seems most to retard our selling more irons is the fact that, in the time we have been in the business, the electric light company has not done a thing to aid us in selling these goods. We have been to them time and again, but they refuse to grant a single concession. We have asked them to advertise the irons on the back of their receipts that they give out each month, put irons in the office for displays, and made numerous other suggestions, but they have turned all these propositions down. If they would show any disposition at all to aid us we believe we could sell three times as many irons as we do at present.

We have gone to quite a good deal of expense in the way of advertising,

sending out circulars etc., but the best advertisement is the discussion which circulates among the women themselves. We often find that when a lady in a certain neighborhood purchases an iron it does not take long before the rest of the neighborhood knows about it, and many are anxious to get one on trial. I feel justified in stating that when we put an iron in a district where there had been none it usually meant the sale of eight or ten in that one neighborhood. The news spreads rapidly among the women and they are all eager to learn more about them. We also found that when a lady who was a member of a certain club purchased an iron the remaining members of the club soon heard of it and followed suit.

We are often asked as to the life of an electric iron. Well, we have been in the business two years and to my knowledge there has been but two burnouts on the regular size 7 lb. irons, and these, to my mind, were due to pure carelessness.

It has been our experience that people in purchasing an article like this are always glad and willing to pay a little more for an iron and be sure they are getting the best money can buy. One of our competitors has gone so far as to sell his irons \$1.75 cheaper than ours, and then, we having as we believe, the better iron, have no difficulty in disposing of ten of ours to his one.

There are no better dividend payers for an electric light company than the day-load of electric heating appliances, and we would certainly be able to do a considerably larger business if we had the co-operation of the electric light managers.

## HAND BOOK HINTS--NO. 2.

### SOME HANDY ARGUMENTS FOR THE SOLICITOR.

Do not be afraid of low candle-power lamps: an eight C. P. lamp should be installed wherever it will give enough light. Dissatisfaction with the bills is caused by wasted light more often than any other cause. Help your customers to eliminate waste.

\* \* \* \*

Learn to study the distribution curves of the various light sources and the effects given by the several globes and reflectors commercially and available. Do not make the mistake, however, of offering this sort of technical data to the ordinary electric light customer. Reduce it to words of one syllable and give in tabloid doses.

\* \* \* \*

The intensity of light given by a Welsbach burner at an angle of 45 degrees below the horizontal is only 52 per cent of the horizontal intensity while at an angle of 45 degrees above, the intensity is 75 per cent.

\* \* \* \*

It is well to keep in mind that green glass lamps or globes absorb from 20 to 30 per cent. of the light.

\* \* \* \*

Tell a woman that a sewing machine motor uses only as much current as two incandescent lamps and she will understand you—approximately. Tell her it uses from 90 to 120 watts and she is wholly at sea.

\* \* \* \*

The temperature of the room in which a motor is operating will have

a material effect upon its speed. If a customer kicks on the speed of a motor, don't blame the motor manufacturer; change a pulley. What the customer really wants is belt speed anyway.

\* \* \* \*

Go after kindling wood yards. It costs approximately \$1.50 to split a cord of soft wood by hand: the same work can be done with a power splitter, electrically driven, for 55 cents, with current at 10 cents per K. W. If a wood yard splits but two cords every business day, the saving effected by doing the work by electric power amounts to the interest, at 5 per cent., on \$11,780.00.

\* \* \* \*

To clip a horse by electric power costs less than a nickel. A man operating a hand-power clipper costs half a dollar. Tell this to the liveryman.

\* \* \* \*

The most perfect diffusion obtainable is that produced by opal glass but such globes absorb from 40 to 75 per cent of the light.

\* \* \* \*

In estimating a motor installation, remember that a small per cent. in efficiency will make a large per cent on the current bill; also that good motors are most efficient at full load. Therefore try to arrange the installation so that motors operate at their maximum output when running at all.



In a previous article, the writer presented the primary principles underlying a Good Ad. In this section are told, specifically, curtly, cleverly, the ad-ingredients which constitute

## ARGUMENTS OF APPEAL

By FRANCES NELSON.

THERE are salesmen and salesmen.

But we all take off our hats to the *man who sells the goods*.

Just so.

There are advertisements and advertisements.

And we all kotow to the ad *that brings results*.

Neither the salesman-that-sells-the-goods nor the ad-that-brings-results need be particularly brilliant but both must have one quality to set them above their fellows in the great game of business. Abstractly speaking that quality is individuality but concretely it is a keen grasp on the *arguments of appeal*.

What are arguments of appeal?

Just plain, ordinary, everyday "*reasons why*."

The salesman who can show a man real reasons *why* he needs the goods can make sales, and the ad that can show "the prospect" *reasons why*, makes the solicitor's path a bed of roses.

A good ad—

And right here let me interpolate once for all—when I say "good ad" I mean a result-bringing ad.

A good ad gets right down to brass tacks.

It attacks the prospect at a vulnerable point. It has a good thing and it means to let everybody know it.

Don't get the idea that a good ad should be aggressive. It should not.

An aggressive ad will put its readers on the defensive as quickly as will an aggressive person. But somewhere in the dictionary there is a word that signifies a stop midway between conservatism and aggressiveness. That is the word, when you find it, to describe the attitude that a good ad should take.

We are on the middle ground, then, to do business.

Our pencils (and our wits, if we are fortunate) are sharpened. Our desks are covered with paper ready for the words that will bring us—a few customers, many, or none at all.

We are selling electricity for so much per kilowatt hour. Everybody should use it. Electric Light is the best light. It is convenient. It is cheap. It is safe. There are a hundred other arguments that should make people want it.

We have been told that ad writing is a cinch. We believe that if we tell people the facts about our current that we will be obliged to enlarge our equipment. But not frightened by the prospect, we write the following:

<b>ELECTRIC LIGHT</b>	
CHEAP	PLEASANT
MODERN	RELIABLE
Does not spoil decorations.	

We then add our company name.  
*But Why? Why? Why?*

Of course it is cheap, pleasant, modern and reliable and does not spoil the decorations. You know it. I know it. But the public won't believe it because *we* say so.

They are all *from Missouri*.

They *must* know "*why*."

That ad just quoted is not the fabric of an erratic brain—at least not mine. It was picked out, at random, from a drawer full of electric ads. In that drawer there are some good ones but the preponderance of mediocrity to be found there is a blot on the advertising of electric companies of this country.

What selling value can the wisest discoverer in the ad reproduced herewith reading,

<b>EDISON LIGHT AND POWER</b> <b>THE STANDARD</b> <b>OF THE WORLD</b>
---

If the white space for an ad like this is bought for policy or because the editor is a friend of the company, that ad is out of our province, but if it is inserted in a daily newspaper with the idea that it will bring results—

But what's the use?

The day is passed when a chunk of white space with a name in the middle is called advertising.

**Electric Motors**

Use them for any power desired.  
Small first cost. Reliable power.

The Parsons Electric Light and Power Company

**ELECTRIC LIGHT**

Cheap - Pleasant  
Modern - Reliable.  
... DO NOT SPOIL DECORATIONS ...  
Electric Co.,

If you are interested we will send you circulars.

Electric Light is the B

RICHMOND LIGHT & RAILROAD

Light

Clean    Convenient



**"Standard of the World"**

Crosby Gas and Electric Co.  
222 Main St.



Here is one worse yet—

**"EDISON LIGHT"—Safe, Clean, Convenient."**

without even the name of the company. They must have been ashamed to acknowledge it.

A few years ago that might have been dubbed general publicity. Now it is specific idiocy. Facts that are not backed by reasons are no better than fiction as far as the general public goes.

"Why" is the eternal cry and, in answer to this cry, the public must have, not simply reasons but, reasons that appeal to them in some specific manner. They have been buncoed a good many times, and, while they are still easy marks for a good buncoer, they are unnecessarily wary of a real business proposition.

If there was any excuse for not giving reasons in an ad perhaps we could accept the poor ones with better grace, but it's just as easy to use good advertisements as it is bad ones. Newspaper space costs no more for one than the other.

For instance take this ad.



**TOUCH THE BUTTON**

With Electricity it is only necessary to touch the button and the hall or room becomes flooded with a brilliance that appeals to the aesthetes as well as the practical. There is no light like it. It is at once a home beautifier and an aid to good health for, unlike other illuminants, it does not use up the oxygen in the atmosphere. No home is complete until wired for Electricity.

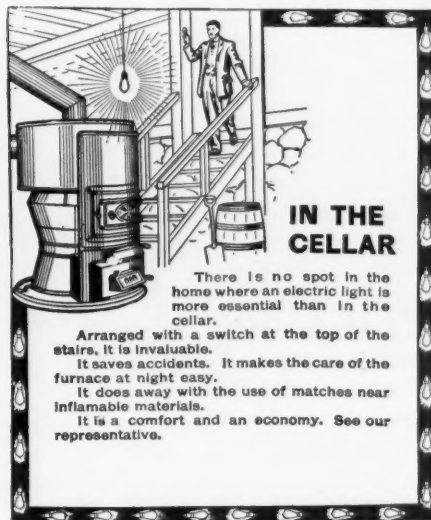
Here you have the fact that there is no light like electricity backed by a *substantial* argument of appeal which is directed at the love of ease, comfort and beauty inherent parts in the makeup of nearly every woman, and this ad is directed to the woman particularly.

The statement is not made that electricity is convenient but the facts are brought together in a manner which makes the only possible conclusion to the reader.

Added to this, there is an appeal to reason. It is made not by the statement that electricity is an aid to good health but by the reason *why* it is such an aid.

The argument that ads with less reading matter catch the eye is unavailing to one who has studied and knows the effect of advertising to-day. To catch the eye means little unless the attention is held. To-day men and women alike are reading advertising *for reasons*.

This ad is another excellent example of argumentative appeal or reason "why." It takes a specific



**IN THE CELLAR**

There is no spot in the home where an electric light is more essential than in the cellar.

Arranged with a switch at the top of the stairs, it is invaluable. It saves accidents. It makes the care of the furnace at night easy. It does away with the use of matches near inflammable materials. It is a comfort and an economy. See our representative.

instance and with carefully selected facts backed by reasons which come within the personal experience of almost every man, takes electricity from the classification of a luxury and stamps it as a necessity to insure the safety of the home and its occupants.

The word safety is not in evidence. Yet the whole appeal of the ad conveys, to the normal mind, that idea.

The point, that these kind of ads—the ads in which the chief ingredient is argumentative appeal—sell the goods, is incontestable.

The appeal may be made to the reason or to the heart of the prospect. It may be put on the dollar and cents value—the strongest possible claim for the sale of electricity for store lighting and power—or it may be made to the heart as is ordinarily done in residence lighting advertising.

But in most successful copy both methods are combined.

No man is impervious to flattery—let us acknowledge it—and that is

another stronghold which it is possible to assail with the argumentative appeal.

In fact in using advertising of this nature we have the gamut of men's sensibility on which to play.

They *need* electricity. *We* know it.

Publicity is the means we have of reaching them. To make the largest possible sales we must not only keep the fact that we are doing business, before the public all the time, but must do so in a manner that will change their attitude toward electricity. They must be taught to consider it no longer a negative quality in connection with their own homes or business places but must learn to feel it a positive necessity.

This process may be long or it may be short according to the quantity and quality of publicity possible.

It is more speedily accomplished however where electric advertisements are advertisements of appeal—appeal direct to the heart and straight at the reason of the prospect.

"Printer's ink, with all its magic, is not alone sufficient to give pre-eminence. Alone it can do little more than daub and smear, but tempered and applied with brains it illumines the way to and unhinges the portals of the world's market, making possession easy."



"Advertising that does not attract, influence, persuade, tempt, inspire, induce, convince, captivate, that is not magnetic, is the product of an abortion, and still-born. Its usefulness is that of a locomotive without steam, a furnace without fire, a woman without a heart."



To keep oneself always at the point of highest efficiency; to combine enthusiasm with common sense; to temper determination with tact—that should be the purpose of every ambitious solicitor. In the following article the Contract Agent gives a valuable hint on

## SUCCESS IN SOLICITING

A STRAIGHT TALK ON THE VALUE OF A PURPOSE.

**J**OT this one down in your hand-book—

“Success is a matter, not of money, but of mental attitude.”

Anybody smile?

It's true.

Success is a matter of thinking success; feeling success. And by the same token, failure amounts to nothing more nor less than admitting you are licked before ever you start to fight.



Take it straight from me; the man who gets there in this world is the

man who knows beforehand that Fate has marked him down as one of her own private and special favorites. He is the man who has it all figured out just how he is going to make a million dollars before he is forty.

\* \* \* \*

But don't make the mistake of being over-confident, nor expecting that the day-dreams of prosperity will show up in your next month's bank balance. There is a deal of difference between dreaming and doing.

Your successful man knows that he is going to win—knows it because he takes no chance of losing. He figures it all out on his little slate, and then he proceeds to make the figures good by everlasting hard work, guided by practical horse sense.

\* \* \* \*

Some men don't seem to know why they're working. Some don't seem to care.

About the first thing for you solici-

tors to do is to ask yourselves why you do anything. When you settle that point in your own minds, you'll have planted your feet squarely on the Road to Success.

For you'll have an Aim.



And the Road to Success leads straight to that Aim—nowhere else. It depends on the aim and upon your ability to keep traveling towards it to say how big a success you make of yourself.

An aim in life, or in business, or in soliciting is just like an aim in a shooting gallery. A few men have rung the little bell in the center of the target by shutting their eyes and blazing away, but it's not of record that any prize scores were ever made that way. Most of the high scores are

made by the fellow with the sure eye, the steady hand,—by the fellow with an Aim and the ability to keep that aim always before him.

Same way in life, in business, in soliciting—especially soliciting.

\* \* \* \*

But having an aim and *trying* to hit it isn't all there is to the Success game. You must *Know* you're going to hit it. You must convince yourself that there's nothing to prevent your hitting it. It's merely a matter of self-confidence—of thinking success.

But don't mistake "swell-head" for confidence.

Don't mistake pipe-dreams for ambition.

Aim high, but remember that an aim is no good unless you hit the bull's eye.



## SALESMANSHIP

WE hear of the "born" salesman; this is all nonsense. We might just as correctly speak of the "born" bricklayer or the "born" teamster. The star salesman may be born with an appetite for hard work, but even this is doubtful for this appetite for work is a thing to be taught and learned. To teach it you must catch 'em young for it is only in the earlier years that a love of work is to be easily acquired. This appetite for work, by the way, is the foundation stone of the whole structure.

A school for salesmen could profitably be maintained by every employer. The idea sounds like philanthropy but it is not. The ordinary merchant will scout the idea, claiming that to educate salesmen at his expense will be to educate them for some one else. This is what the process would amount to unless he took steps to prevent it. Such a result will inevitably follow—your good salesmen will go elsewhere unless you are wise enough to divide the results obtained with them. Give a young man with average intelligence, average appearance, average ambition and a willingness to work and work hard, a good

salesman can be produced by teaching. It will cost time and effort and perhaps a little money, but think of the returns.

The salesman who increases his daily sales and who keeps them up will not have to wait until next year for the result to his pay envelope if the employer is wise. And it is possible to make them increase. It is not a thing of chance or a thing of mystery. It is simply a knowledge of salesmanship which means a knowledge of what you have to sell plus a knowledge of how to sell it. Most of us are willing to pay for having things done when we want them done and as we want them done. It is another case, as the song has it: "I want what I want when I want it." Get busy. Weed the lazy, the idle, the incompetent, the indifferent, and keep the rest. Teach them what to do and how to do it. And having taught them this—pay them for doing it. It will cost more both ways, but think what you will get for it. Let your clerks know that there is still room at the top and the elevator will always be found running.

—The Business Man's Magazine

# NATIONAL COMMERCIAL GAS ASSOCIATION

## What Our Competitors Are Doing in a Commercial Way

IF those central station managers who are inclined to belittle the commercial activities of the gas man could have been present at the second annual meeting of the National Commercial Gas Association held in New York, January 8, 9, 10, they would have found occasion for a very decided change of view.

This Association is strictly a commercial body. As set forth in Article II, Section I, of its constitution, "The object of this Association shall be, first: the promotion of increased sales of gas." That they are going about the work of attaining this object in a thoroughly practical and enthusiastically aggressive manner, their second convention is ample evidence.

The membership of this body at the beginning of 1906 embraced 218. During the year and up to the opening of the session of the 1907 Convention, this increased to 309. During the first day of the convention, the secretary announced 103 additional members, and we understand that further increase was gained during the three days the association was in session.

In connection with the convention was held an exhibit, in which some fifty manufacturers participated, the showing embracing a large number of stoves, heaters, portables and various

forms of upright and inverted incandescent lights. The exhibit was notable in bringing into prominence the recent attempts of the gas men to imitate electrical effects. Of these innovations, the inverted mantle lamp is of course the most common, but there were shown, in addition to a large variety of such lamps, push-button lighting systems which could scarcely be detected from electrical flush switches, fixtures in which even the socket and button of electrical fixtures were simulated, and a luminous radiator very like the incandescent radiator with which we are familiar.

This being strictly a commercial organization, it is natural that practically all of the papers dealt with business-getting subjects. "Salesmanship," by J. D. Kenyon, Vice President, The Sheldon School of Scientific Salesmanship, "Promotion by Advertising," by C. W. Lee, of the C. W. Lee Company, Newark, "How to Create Efficient Employees," by E. N. Wrightington, Boston Consolidated Gas Company, Boston, were among the papers presented.

The amount of enthusiasm and "get-together" displayed by the commercial gas men indicates the kind of competition the electric light industry may expect from this source in the future. We quote from papers and discussion:

"It goes without saying that efficiencies of lighting, as well as cooking appliances, should be maintained at their highest point to keep to the front with our friend, the electric light man, and as we get deeper into the incandescent gas lighting field, the more careful attention this important factor should receive at the hands of the gas manager, and the more extensive will become the lighting appliance maintenance departments of the gas companies."

—J. W. Clark, *President.*

\* \* \* \*

"When your customer pays you so many dollars for gas, his ultimate object is so much illumination; not so much gas or so much light, but what he wants is illumination, light by which he can work. Illumination is the effect, light is simply the cause, and we should work to give the customer what he is really paying for."

—V. R. Langsingh, *New York.*

\* \* \* \*

"I cannot say too much about the education of salesmen. Probably not one salesman in a hundred has carefully studied the line he sells; that is the main point. I have had stove salesmen come in and tell me all about their stoves, and yet they are surprised when I tell them something that we have found out about their stoves which they did not know."

—T. O. Horton, *Richmond.*

\* \* \* \*

"The education of the representatives we have means much, and our success will depend entirely upon the class of men that we send out to sell our goods. I think the scheme that we have tried in Chester, that is, of giving the men a regular salary, and then paying them a premium on account of personal revenue they bring in, is a good one. The highest premium was a membership in this association and the chance to attend this meeting."

—J. D. Shattuck, *Chester, Pa.*

\* \* \* \*

"You can fill the employe full of technical details, but after all, if the man is not right himself, it avails but little. If he is not a man who is constantly seeking a development of his natural forces and the widening and application of his knowledge, you cannot and do not get the best results."

"No pains or money has been spared in installing machinery, system and methods which will increase the production or lessen the cost. And it is strange that the business world has not sooner realized that the expenditure of money in the training of their employes is even more valuable."

"A man cannot know too much about his own proposition. In application of this subject to the gas business, I would suggest the advisability of having each employe who comes in contact with the public make a thorough study of the gas business

in all of the phases of both manufacture and distribution. He should be taken through the plant and shown all the details in connection with the making of the goods. He should make a thorough study of every possible use to which gas can be put. He should study all the appliances that have been invented for this purpose. He should get this information as nearly as possible from the manufacturers of the appliances. He should discover, as far as possible, new ways for applying your product. Having a good grasp of all the points of advantage of your proposition, for the customer, he should study them out to perfect himself in explaining these points in such a way they will naturally appeal to the mind of that customer."

—J. D. Kenyon, *Chicago.*

\* \* \* \*

"Another great help in the teaching of the men is what we call the Representatives' Book. This is really a book of instructions, but it contains considerable information of a general nature as well. The contents are as follows: The original lectures on the various divisions of the gas business, general instructions as to filling out the information cards, which we require for each location in Boston, instructions as to new services, repairs and replacements of piping, leaks of gas, permits and petitions to lay mains, gas engines, piping of buildings, meters, gas bills, new buildings, complaints, stoves, applications, etc. Other matter consists of pamphlets as follows: Arguments in favor of gas, and some popular fallacies exposed, being a statement of the advantages of using gas and a refutation of certain claims made against gas, such as vitiating the air and poisoning the atmosphere. In other pamphlets are stated the advantages of gas for cooking. Another contains facts and figures on the price of gas and improvements in the service."

"Another has a list of hundreds of uses for gas, arranged alphabetically by name, and also by the kind of business for which the method is applicable."

"Edison bills and contracts are treated in another division of the book, and comparative tables shown of the cost of lighting with gas, or using gas for gas engines to make power and electric light, as compared with corresponding costs with Edison service."

"Loose leaf catalogues and price lists of appliances are other features."

"Each book has a complete tickler system, by which each salesman carries ahead the dates for calling on his various opportunities."

"Perhaps the most interesting feature is a set of reproductions of complimentary letters, which we have collected, of customers who have lately changed over

from electricity to gas, either for lighting or for gas engines. These letters are very convincing testimony to a prospective customer.

"The matter of compensation is of importance in the development of a sales department. The nearer we can get to payment for a man's services based on what new business he brings in to the company, the more efficient our force will be. The value of this new business should be based, not only on increase in customers, or gas appliances, or even gas consumption alone, but on the final test of all—that increase of gas consumption which will place the least burden upon our plant capacity. If the rate of compensation could be traced back so as to be made proportional to that kind of an increase in gas consumption, we would have the ideal basis. So many factors enter into this calculation that we can probably in practice only approach that perfect apportionment, and never actually reach it. At the present time we are paying a flat salary, but we are considering the best practical method of dealing with this very important subject. There can be no doubt at all that some kind of a commission basis must be used in order to offer that additional financial incentive, which most men require in order to produce the most effective results.

"A final word on what I consider the most important element for success in the development of such a department as I have described; that is—Enthusiasm. A month or two ago we made a special offer that we would give 5,000 feet of gas free with every gas arc sold before January 1st. This offer turned out to be a great success, but I am of the private opinion that the effect of the offer on the department was responsible for more sales than the effect on the customer of the saving represented.

"It gave the men enthusiasm to go after business; it gave them a good opening to talk gas and it made them feel that they

had an especially attractive proposition to present. Now, we don't want to have to make special propositions all the time in order to keep up the spirit of our men, but it shows the importance of creating this enthusiasm in their work in some way. This we try to do: we advance a man's salary before he has to ask for it; we show the advantages of using gas in any way we can think of and we have those successful in getting an important bit of new business describe their success in securing it.

"The letters from customers stating their experience since gas was put in, as compared to their former electric service, have been perhaps of the most importance in developing this feeling of enthusiasm. We are very far from having achieved anything like its possibilities—some of the men have hardly a symptom of it—but I thoroughly believe that without it no sales department can be successful."

—E. N. Wrightington, Boston.

\* \* \* \* \*

"In connection with the education of the employes of the gas company for the betterment of the company, I think it is safe to say that the majority of the men in this room, if they thought in their own minds that there was nothing ahead of them beyond where they are to-day, would probably quit. Now, that has just been the trouble with many of the employes of the gas company; the lack of some definite objective point in view, which they might hope to reach."

—H. L. Barnes, Hartford, Conn.

\* \* \* \* \*

"Try to develop salesmen, and the best salesman of all is the satisfied customer, who advises his neighbor to buy it; and the best salesmen we have are the salesmen who make satisfied customers. The principle is to get the other fellows to work for you."

—W. H. Gardiner, New York.



# PRIZES FOR ELECTRICAL SOLICITORS' HAND BOOK



The Co-Operative Electrical Development Association has a Good Plan for Bringing out a Book which should be of the greatest value to the Central Station business-getter.



THE terms, and conditions under which it offers \$2,600.00 in prizes for a solicitor's hand-book, are published in pamphlet form for general distribution by the Co-operative Electrical Development Ass'n., of Cleveland, Ohio, from the secretary of which copies may be secured. The following is an abstract of essential points:—

Put in the fewest words possible, what is desired is an electrical solicitor's handbook which will be useful, instructive and stimulating to representatives of central stations, contractors, or others who are soliciting the public for the sale of electric service for light, heat and power.

The following prizes are offered: \$1,000 for the part devoted to the sale of lighting service, of which \$500.00 will be awarded as a first prize; \$300.00 as a second prize, and \$200.00 as a third prize. \$1,000 for the part devoted to the sale of power service; of which \$500.00 will be awarded as the first prize; \$300.00 as the second prize, and \$200.00 as the third prize. \$600.00 for the part devoted to the sale of heating service; of which \$300.00 will be awarded as the first prize; \$200.00 as the second prize, and \$100.00 as the third prize.

A committee appointed by the President of the National Electric Light Association will judge the work submitted.

The hand-books should be sent to the Co-Operative Electrical Development Association, Cleveland Ohio, typewritten in triplicate on legal sized paper, together with three specimen books showing kind and size of book, sample sheet, scheme of indexing, etc. There should be nothing in your contribution to indicate your name, address or company. To cover this point, write a separate letter, sealed in a plain envelope, giving your name, address and company. Put both your sealed letter and sealed contribution in a large sealed envelope addressed as above indicated. Your sealed contribution and accompanying sealed letter will on receipt be assigned corresponding numbers for identification, so that no one will know the names of those contributing until after the awards have been made by number.

It is allowable for a contestant to submit only one part, or all, at his option.

Suggestions and pointers will be welcome from those who may not for any reason desire to compete, but who may wish to contribute to the final production for the general good. Such suggestions and pointers will be carefully considered by those who will have charge of preparing the completed and final hand-book to be issued.

The pamphlet also contains a number of suggestions as to form, indexing, etc., which will prove of value to prospective contestants as indicating restrictions within which probably the most acceptable contributions will be written.

That such a competition is of the greatest value to the development of commercial thought, no one will deny. The endeavors of the many competitors will formulate and crystalize in their minds the essential features of successful soliciting, while the final production should long stand as a guide for the man who would win success in the upbuilding of a commercial department.

The fact that the hand-books will be judged apart from any knowledge of their authorship, will bring out many contributions from men who otherwise might hesitate to compete with leaders in the field.

## NOTES OF INTEREST

Not every advertising man would have the courage to ask the public's opinion of his work in quite the same spirit of earnestness as does Mr. H. K. Mohr of the Philadelphia Electric Company. In an attractive folder recently issued under the title, "What's Your Impression," the Philadelphia Company solicits the public's criticism of its past advertising. To be sure, the object is to pull replies from prospective power users, but most ad-men would seek some other means than that of inviting objurgation upon the printed matter issued. It is probable, however, that the folder and the circular letter with which it was followed, proved effective for the particular people to whom it was addressed. Philadelphians have their peculiarities, and it is evident that Mr. Mohr is playing upon them craftily.

\* \* \* \*

The Executive committee of the Ohio Electric Light Association meeting in Columbus, January 10th, has selected Toledo, Ohio, as the place of the next convention of that association, and has fixed the time as August 20th, 21st and 22nd. Committee also laid out plans for the work of the 13th annual convention, including a program of excellent merit. A number of papers will be prepared on each of the several topics taken up by the convention, and all papers presented will be by central station men, it being considered desirable to eliminate the presentation of their products by manufacturers and to substitute the experience with such products of members of the association. Among subjects to be covered practically all

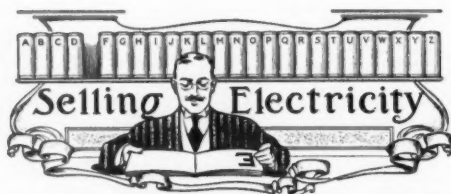
will be of particular interest to the commercial men. The tentative program includes papers on High Efficiency Units; Central Station Records and Accounting; Cost Determinations; Heating and Cooking Devices; Station Experience with Magnitite or Luminous Arc Lamps; Factory Lighting; Ways to meet and overcome competition in Natural Gas, Gasoline and Other Methods in Lighting; Helps for Solicitors, etc.

\* \* \* \*

In line with previous work of educational nature, the Narragansett Electric Lighting Company fitted up a booth in the Providence (Rhode Island) Food Show, which opened on February 8th. The purpose of the Electric Company's exhibit is to demonstrate electric kitchen appliances, and it is believed that this showing is one of the most complete expositions of electric heating and cooking ever attempted.



*Some Philadelphia  
Electric Company  
Advertising*



An illustrated magazine of business-getting for Electric light central stations and electrical men generally, devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

Published monthly by  
**THE C. W. LEE COMPANY.**  
 402 Union Building, Newark, N. J.  
**FRANK B. RAE, JR., Editor.**

Subscription price, One Dollar per year.  
 Single Copies, Ten Cents.

#### NOTICE.

Advertisements, Changes in Advertisements, and Reading Matter intended for the next month's issue should reach this office not later than the fifteenth of this month.

Application made at the Newark Post Office for entry as Second Class Mail Matter.

**Vol. I. FEBRUARY, 1907. No. 2.**

**T**HERE has appeared some slight discussion as to the proper amount of money necessary or desirable to spend on business getting. While not inclined to criticise those who are earnestly endeavoring to arrive at a basis for such calculation, it might be suggested that there is a close analogy between commercial engineering and the law. When one has a case at law, one employs counsel and advances fees and expenses in proportion to its seriousness. In a commercial case, the proposition is identical. One should be willing to

make such expenditures as the particular case in hand demands. It is not a calculation to be made on the basis of population, per capita sales, connected K. W., or guesswork. It is a problem as intricate as rate-making, and embracing the same considerations. Three-quarters of the present discussion of new business methods treats of type on paper; when more thought is given to net profits and less to the products of printing presses, there will be less questioning as to how much should be spent for new business. For we will then know that the amount to spend is the amount that will develop a substantial increase in profits.

\* \* \* \*

**B**USINESS getting had its inning at the Convention of the Northwestern Elect. Ass'n. While but one paper devoted to the subject was presented, discussion along this line was animated. The tendency to get away from bootless and scintillating generalities and consider the matter in a common sense way, as an integral part of management and policy, rather than as something alien to the business, marks the Northwesterners as among the first to recover from the past year's epidemic of "ad-insanity."

Mr. Honeywell's paper on Outline Lighting is among the best along these lines that we have seen. It is sane, practical and to the point. The story is complete and coherent. How the business was solicited, how cared for, what rates were charged, what it cost to secure the business—the whole story is there. And it is a story of work done, not of dreams dreamed.

The discussion was equally refreshing. Those who spoke had something to say. They said it. Mr. Johnson's comment is especially suggestive. His contention that a certain pride goes with the ownership of an electric sign, and that there is a danger in the sign rental business, is not without corroborative evidence. Plainly, the answer lies in a middle course—an installment proposition or some similar scheme.

\* \* \* \*

**J.** ROBERT CROUSE has won out. The Co-Operative Elect. Development Ass'n will, within thirty days or so, be an incorporated reality, and the work upon which Mr. Crouse has devoted time, energy, and a considerable sum of money will be begun. Few except those directly in touch with this movement realize the magnitude of the job undertaken. To bring all the warring and divergent interests in the electrical field together,—central stations, contractors, jobbers, manufacturers, technical press and advertising men—and weld them into a working body for the up-building of electrical interests as a whole, is something of an accomplishment. Mr. Crouse has won out.

\* \* \* \*

**T**HE expressions of Mr. Frank Maunsell, in this issue, are worthy of profound consideration. Reduced to its elements, his article, "First Steps," advises the managements of lighting companies to secure a mirror and take a good hard look at themselves. The Christian Science formula, which we understand acknowledges the existence of no evil, is not recommended to the

central station manager who would see his plant advance in earning power or who hopes to feel solid security against competition and municipal ownership. If in the past there have been short-sighted policy, inequitable rates, poor service, arrogance toward the public and possibly unwise intimacy with politics, let the errors be acknowledged preliminary to a clean-up. The muck-rake, not the whitewash brush, is the implement to wield in preparation for improvements of a commercial nature. Incidentally, one might suggest that it were better for the muck-rake to be wielded by friendly hands than by a yellow journalist.

The tendency toward self-justification is strong. It is hard to admit that one may have been wrong in the past; it is impossible to admit that one is wrong in the present. But a certain impersonal quality must mark all commercial success—a certain ruthlessness toward precedent. Most of all there must be recognition of actual conditions, not as we see them who understand all the whys and wherefores, but as they must appear in the eyes of our judges—the public. It is difficult to attain this view-point, but necessary.

As an instance, in one of our well-known cities a competitive franchise was being sought. It was evident to disinterested observers that such franchise would not be granted if the old company instituted certain reasonable reforms and took the people into its confidence.

The reply of the management to this suggestion was a cold but polite intimation that when it felt unable to cope with so trifling a matter, it

would resign in favor of more competent persons. Nothing was done openly however until the new franchise was granted and the new company established. Then the old company, which could not recognize the possibility of reform or consider the adoption of a confidential, above-board understanding with its customers, the public, resorted to price-cutting as its only weapon of defense.

And to what end? Both companies have tremendous investments. Both are offering service at less than actual cost. The only information the people have of actual conditions is gleaned from newspaper warfare—washing dirty linen in public, it is sometimes called. Sooner or later one of these companies is going broke—and then the other will buy it in and boost prices again, and the public will have a spasm and give a franchise to a new crowd, and the same giddy whirl will go on *ad infinitum*—unless somebody in control reads Mr. Maunsell's article and discovers that therein lies the germ of the secret of protection against competition and municipal ownership.

\* \* \* \*

SELLING ELECTRICITY seems to have touched a responsive cord. With very little solicitation we have secured upon our initial number 1286 subscriptions. We do not expect to duplicate that record again very soon. However, the 1286 assures us of success, and we suggest to those who wish to possess complete files of this magazine, that they lose no time in getting in their subscriptions, if they desire the same to include all issues from Volume 1, No. 1.

## WHY ADS ARE KEYED

We wish to make clear to readers of SELLING ELECTRICITY the advantages to themselves of going over the advertising pages carefully, with view to seeing whether there is not an announcement of some device which they can adopt to their advantage.

As stated last month, a magazine is like a salesman—it is judged by the number of orders it brings to advertisers, and a magazine that doesn't get orders is like a salesman who doesn't make sales.

But the magazine is always laboring under extra difficulties. The advertiser cannot always tell to what magazine credit for an inquiry should be given. The advertiser often gets inquiries where there is nothing to indicate which magazine did the business. Result—the advertiser gives none of us credit for it.

This difficulty in determining the source of an inquiry has led to what is known as "keying" an ad—that is, the advertiser puts different street addresses in advertisements, in different magazines, and judges their relative values by the number of inquiries bearing the several addresses. Sometimes this scheme is varied by the advertiser requesting that replies be addressed to a certain desk number or office number.

All these plans are devised to assist the advertiser in determining the value of the different publications.

Now, we ask every reader of SELLING ELECTRICITY to be careful in addressing replies exactly as the advertiser requests. If you are writing the System Company, Chicago, for example, be sure to put on your envelope "Desk S. E." In addition to that, tell the advertiser where you saw the ad. It is very little trouble for you, but it is a

mighty big factor in our success.

Naturally enough, our readers are going to ask why they should take this trouble. For answer we say—the more replies the advertiser can credit to this magazine, the more support he will give us, and with the advertising support we can better the magazine—increase the number of pages—give you twice as much value for your money. Any publication amounts to a partnership between three parties—the publisher, the reader and the advertiser. All three are needed to make the successful magazine—all three must do their part.

We ask that you give our advertisers support in order that we may give you a better magazine.

\* \* \* \*

We believe readers of SELLING ELECTRICITY will appreciate the improvements to be found in this number as compared with last. It is evident from the way the magazine has been received by commercial men connected with the electrical industries that we are presenting, in acceptable form, a considerable amount of material for which central station business-getters have been looking.

We take this occasion of thanking a large number who have hastened to express their appreciation in practical form, not alone for subscriptions and money, but for their expressions of good will and suggestions as to future improvements.

Particularly do we appreciate the good fellowship with which central station managers, contract agents and solicitors have responded. Invariably, their letters have contained best wishes for our success.

Equally do we appreciate the reception which we have been accorded at the hands of the other commercial

periodicals. "Profitable Advertising," "Judicious Advertising," "Brains," "System Magazine," "Light," (our esteemed contemporary in the gas field) and a number of other magazines devoted to up-to-date commercialism have one and severally expressed a friendly interest in SELLING ELECTRICITY. The technical press in the electrical field has been less cordial, but on this score we have no misgivings, as we are wholly and decisively out of the technical field.

After all, the answer lies with the men to whom we appeal for subscriptions. 1286 have responded with their dollar bill. There can be no question as to our success.

\* \*

## What A \$ Buys!

If you're connected in any way with the business-getting end of Central Stations; if you're a contractor, or a supply dealer, one dollar invested in a year's subscription to Selling Electricity will be one of the best investments you can make.

That dollar will buy you the experiences and ideas of the foremost men in the business.

\* \*

TODAY—RIGHT NOW—IS THE  
TIME TO DO IT

\* \*

**"Selling Electricity"**

54 Clinton St., Newark, N. J.

## Try it Yourself, First!



Somewhere about your office or plant there is a lamp on a drop-cord. The cord is either snarled in a knot or you have some make-shift "adjuster" that doesn't adjust.

Install a **DOW ADJUSTER** on that cord. Try it yourself. See how convenient it is. Then you'll know why your customers should have them.

This is simply a matter of "selling satisfaction"—of making each installation absolutely satisfactory. You know that a "satisfied customer is the best advertisement," and if **DOW ADJUSTERS** will help, why not use them?

### TRY IT YOURSELF, FIRST

Sample free if you agree to install it in your display room, advertise it in your folders and booklets and show it to customers.

**Marshall Electric Manufacturing Co.**  
BOSTON, MASS.



THE JONES

## A SIMPLE DEPENDABLE TIME CUT-OUT

**DOES JUST WHAT  
WE CLAIM FOR IT**

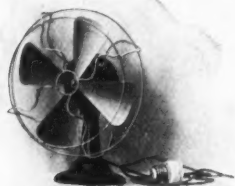
Cuts off the current at any time desired. Simple, substantial, dependable and moderate in price. Mechanism guaranteed.

Bulletins of all our specialties—Line Cut Outs, Jack Knife Ceiling Switches, Rotary Ceiling Switches, etc., will be sent on request.

Write for them to-day.

**J. JONES & SON**  
62 VESEY ST. NEW YORK

## Breezes to Breathe



STATIONARY DESK FAN MOTOR

A small, light running, noiseless and inexpensive, solid base desk fan is almost as essential in summer for private residences as a Telephone.

Fort Wayne fan motors are portable and light in weight and can be set in any convenient place. They are Quality fan motors, first, last and all the time. They look right, run right and wear right.

An 8-inch Fort Wayne fan motor will run for five hours at a cost of only one cent for current. Summer Comfort could not be more reasonably obtained.

**Fort Wayne Electric Works**

"WOOD" SYSTEMS

Fort Wayne, Indiana

523



## "The Model"

ELECTRIC SHEET-STEEL  
TRANSPARENCY

"THE BEST SIGN FOR THE MONEY"

Many of your customers cannot afford a large sign. Sell them a "Model" and get full rate for the current consumed. Attractive, well-made, low-priced. Philadelphia is full of them.

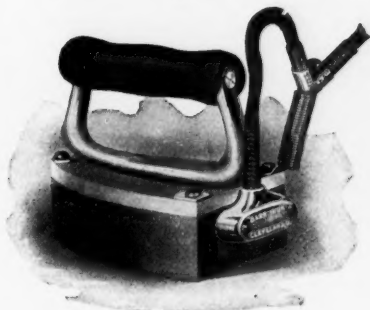
**THE MODEL SIGN WORKS**  
PHILADELPHIA, PA

## BUSINESS GETTERS

✦ FOR ✦

## CENTRAL STATIONS

# EUREKA



## Electric Smoothing Irons

FOR HOUSEHOLD, LAUNDRY  
OR WORK-ROOM USE.

¶ No up-to-date Central Station Manager denies the value of the Electric Smoothing Iron as an effective Business-Getter.

¶ The question is—which iron is the best? We submit the *Eureka* for your most rigid inspection. In design, workmanship, finish and reliability, it is the acknowledged leader.

¶ Send for a sample iron to-day and let us give you our special Central Station Prices. *Eureka* irons are right all through. They give satisfaction to you and your customers.

QUICK SHIPMENTS.

THE W. J. BARR

ELECTRIC MANUFACTURING  
COMPANY

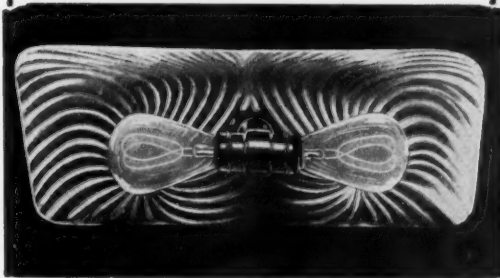
*Manufacturers of Electric Irons, Curling  
Iron Heaters, Coffee Percolators,  
Heating Pads, Etc.*

CLEVELAND, OHIO

## A Reflector

THAT WILL

## SELL CURRENT FOR YOU



## The POKE BONNET

The "Poke Bonnet" X-Ray Reflector is built upon the "sectional" idea. Like sectional furniture, "Poke Bonnets" can be employed in combinations to fit every possible requirement of window lighting. They do away with the ungainly, special-made trough. They are always in stock, can be installed quickly by any intelligent wireman and they give better lighting effects.

Further, the Central Station solicitor can give accurate estimate of the cost of any installation, thus being in position to sign contracts without delay necessary in securing quotations on the old style troughs.

From the customers' standpoint, "Poke Bonnet" reflectors are ideal. They give better effect, reflect more light, are readily adjustable and are easily cleaned.

The "Poke Bonnet" will sell current for you because it makes the lighting of display windows a more attractive proposition than ever before.

Let us send you our book on window-lighting. Every central station manager and solicitor should know as much as possible about this proposition. Our book tells some new things.

NATIONAL  
X-RAY REFLECTOR  
COMPANY

247 JACKSON BLVD.,  
CHICAGO

SELLING ELECTRICITY ADVERTISERS.

## THE **B=H** Time Switch

WE HAVE GOT IT

AND

YOU WANT

A

## Reliable Time Switch

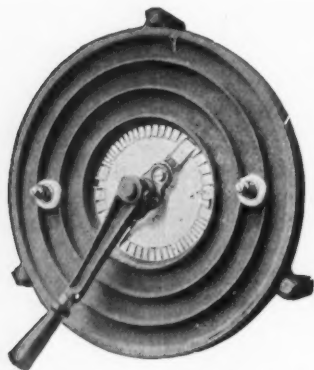
A proposition to prove our  
claims made to the skeptical.

Write—

The BALLOU-HUTCHINS ELECTRIC CO.

38 WEYBOSSET ST.

PROVIDENCE, - RHODE ISLAND



## The WIRT DIMMER

The neatest and the most carefully  
made Dimmer in the market.

Made in three types:

Wall Pattern for Halls, Residences  
and Small Theatres.

Pattern D, plates either interlocking  
or non-interlocking.

UNIVERSAL TYPE, INTERLOCKING

Write Us To-Day For Booklet Describing It.

**WIRT ELECTRIC CO.**  
PHILADELPHIA

## WANTED

## A Commercial Agent

A Gas and Electric Company  
in a city of about 20,000 requires  
the services of an aggressive  
Commercial Agent. Must be  
competent to take full charge  
of New Business Department.  
Good salary offered, with op-  
portunity for rapid advance-  
ment. Address

“COMMERCIAL MAN”

CARE OF

SELLING ELECTRICITY

NEWARK, N. J.

**FRANK B. RAE**

ELECTRICAL ENGINEER

PLANS, SPECIFICATIONS AND REPORTS ON  
LIGHTING, POWER AND RAILWAYS

1571 RIVER ST.

DETROIT, MICH.

**ARTHUR A. ERNST**

Engineer of Light and Illumination

Telephone, 5202 Broad.

25 BROAD STREET, NEW YORK

## SALESMANSHIP

*The Magazine for Business-Getters*

EDITED BY W. C. HOLMAN

*SALESMANSHIP can give any salesman  
living, pointers on getting business. You  
need it; your solicitors need it. The price is  
but A DOLLAR—the value can be measured  
in thousands.*

SEND FOR A SAMPLE COPY SALESMANSHIP.

Ellsworth Building

CHICAGO

In writing to advertisers, mention "Selling Electricity."

## SELLING ELECTRICITY ADVERTISERS.



### Tell The Newspaper Readers About Electricity

**Y**OU can reach the best people in your city with newspaper advertising. It is never a question of the value of the medium—the whole proposition sifts down to this:—ARE YOUR ADS THE KIND THAT BRING RESULTS?

The ability to produce ADS THAT BRING RESULTS is no more common than the ability to manage a plant. You are managing your plant. You are successful there. We are producing advertising—and WE ARE SUCCESSFUL.

We can supply you with newspaper ads. THAT BRING RESULTS. They are written by people who know how to turn printers ink into light and power contracts. They are illustrated by the best commercial artists available. They GET THE BUSINESS.

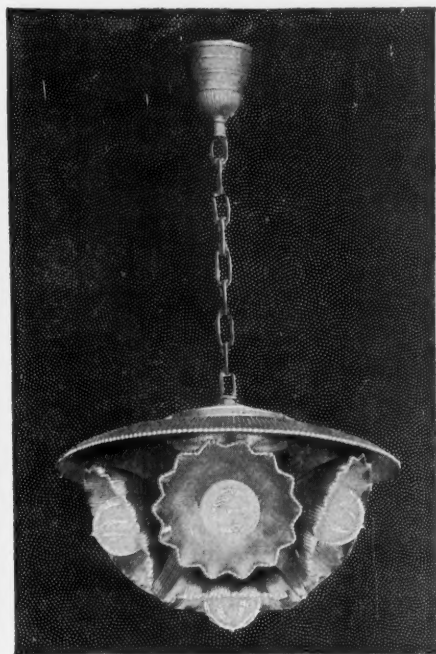
Maybe you could write just as good ads yourself—we won't argue that point—but why spend your valuable time and energy in detail when for a small sum you can get our service? Why not simply cast your eye over our bulletins, select your month's ads, and let us do the rest?

For \$6.00 we furnish you Four Cuts each month. The artwork in these cuts would cost you many times that amount if you had to get it for your individual company. It catches the eye, the good copy holds the attention, and the combination of art and salestalk *lands the customer*.

Get our Bulletins. An even dozen Bulletins have been issued, giving you over 100 cuts to make selections from. *Don't procrastinate. Don't make snap judgement. Get the Bulletins today and find out just how good these ads. are.*

**The C. W. Lee Company**  
**54 Clinton Street**  
**Newark, N. J.**

Department of Syndicate Advertising.



## HOLOPHANE ARC

### LIST PRICES

#### FOR 16 C. P. STANDARD LAMPS

No. 54—4 Lights	\$11.65
" 55—5 "	12.40
" 56—6 "	13.15
" 57—7 "	14.00

#### FOR 40 C. P. GEM LAMPS

No. 64—4 Lights	\$20.80
" 65—5 "	22.10
" 66—6 "	23.40

#### FOR 22 C. P. TANTALUM LAMPS

No. 74—4 Lights	\$13.55
" 75—5 "	14.50
" 76—6 "	15.45

### SOME ADVANTAGES

Can be used where something artistic is wanted.

Can be used where a low ceiling makes an enclosed arc impossible.

Central Stations can loan these clusters the same as they do arc lamps.

They can be used to satisfy a dissatisfied arc customer.

They are unaffected by dirt.

The candlepower and number of the lamps can be adjusted to suit all conditions.

Prices above are LIST and do not include lamps. For discounts and full information, write to

**HOLOPHANE COMPANY**

SALES DEPARTMENT

227-229 Fulton St.

New York

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



THE SORE ONE: "This "free trial" flat iron proposition is no good. All the irons I put on trial are coming back. I get more kicks than orders."

THE SATISFIED ONE: "Why don't you use AMERICAN "Steel Clad" Irons? Over 75 per cent. of the AMERICAN Irons I put out are kept and paid for."



## THE AMERICAN "STEEL CLAD" IRON IS PRACTICALLY PERFECT



Heats evenly at point and on the Sides.  
No heat radiates from Top.  
Heating Element instantly Removable.  
Durable, Economical, Reliable,  
Correct Sizes, Weights and Shapes.  
Attractive in Finish.  
Practically Indestructible.

WE COURT COMPETITION

**AMERICAN ELECTRICAL HEATER CO.**

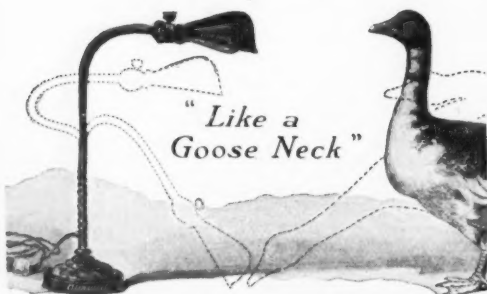
Main Office and Factory, Detroit, Mich.

Branches—

New York

Mexico City

Chicago



## **Almond FLEXP DESK LAMPS**

**Flexible Arms For Factory  
Lighting**

The Almond Flexible Arm is a factor in connection with lighting factories, offices and public buildings that you cannot afford to overlook. It brings the light to the work. It can be made a permanent fixture to any machine tool or work bench.

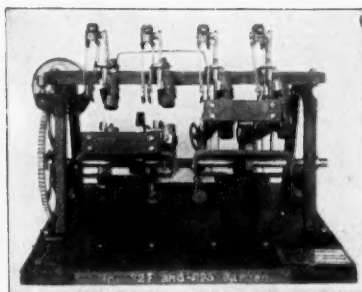
Booklet, prices, etc. on request.

**T. R. Almond Mfg. Co.**

83 Washington St.

Brooklyn, N. Y.

## Dull's Flashers



FOR

## Electric Signs and Displays

Saves half your light bills and  
makes your sign doubly attractive.

**REYNOLDS  
DULL FLASHER CO.**

177 Adams Street

CHICAGO

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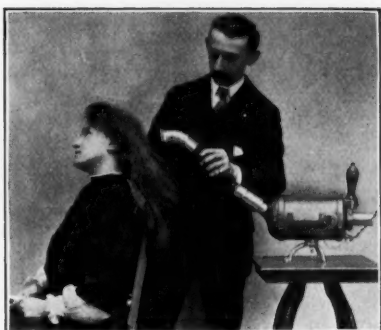


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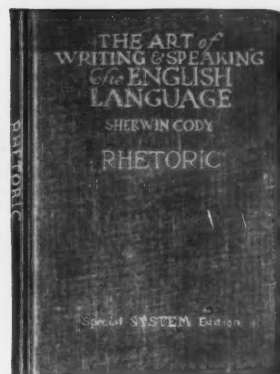
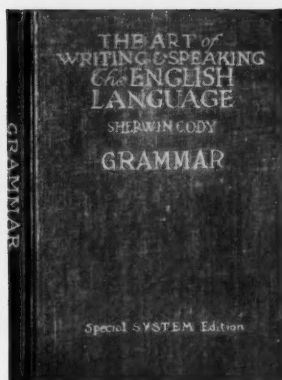
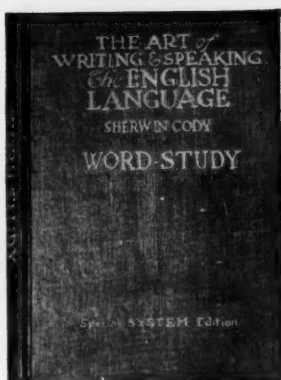
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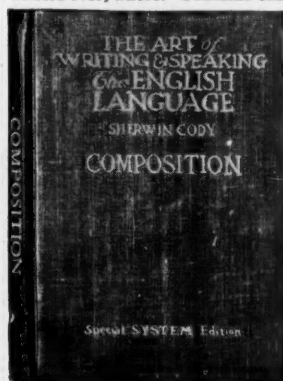
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